

METHOD AND SYSTEM FOR SCHEDULING ONLINE TARGETED CONTENT DELIVERY**Abstract of the Disclosure**

A method and system are provided for scheduling the delivery of multiple items of content selectively to online users. Expected values relating to each user being online during a given time period are determined. An ordered list of the items of content to be selectively delivered to the users is generated based on the expected values. The list is prioritized to meet delivery requirements associated with the items of content.